



## **Emerging television weather presenting strategies in the United States**

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There are more than 1300 commercial television stations in the U.S., most of which routinely broadcast weather information. Because of competitive pressures, weather presentations are constantly changing as stations experiment with new methods for effectively delivering weather information. An individual station might invest one million U.S. dollars on weather technology, the preponderance for the purchase of a C-band Doppler radar. Coverage of severe weather takes precedence over entertainment programming when an individual area is threatened, and in recent years the credentials and credentialing methods of TV weather presenters have been strengthened to keep pace with new technologies and delivery methods for weather information.